

ABSTRACT OF THE DISCLOSURE

A method for delivery of targeted commercial messages. The method comprises assembling a plurality of potential purchaser profiles in an electronic file for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers, developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages, applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages, and presenting over a data network to a potential purchaser identified as suited, the specified commercial messages.